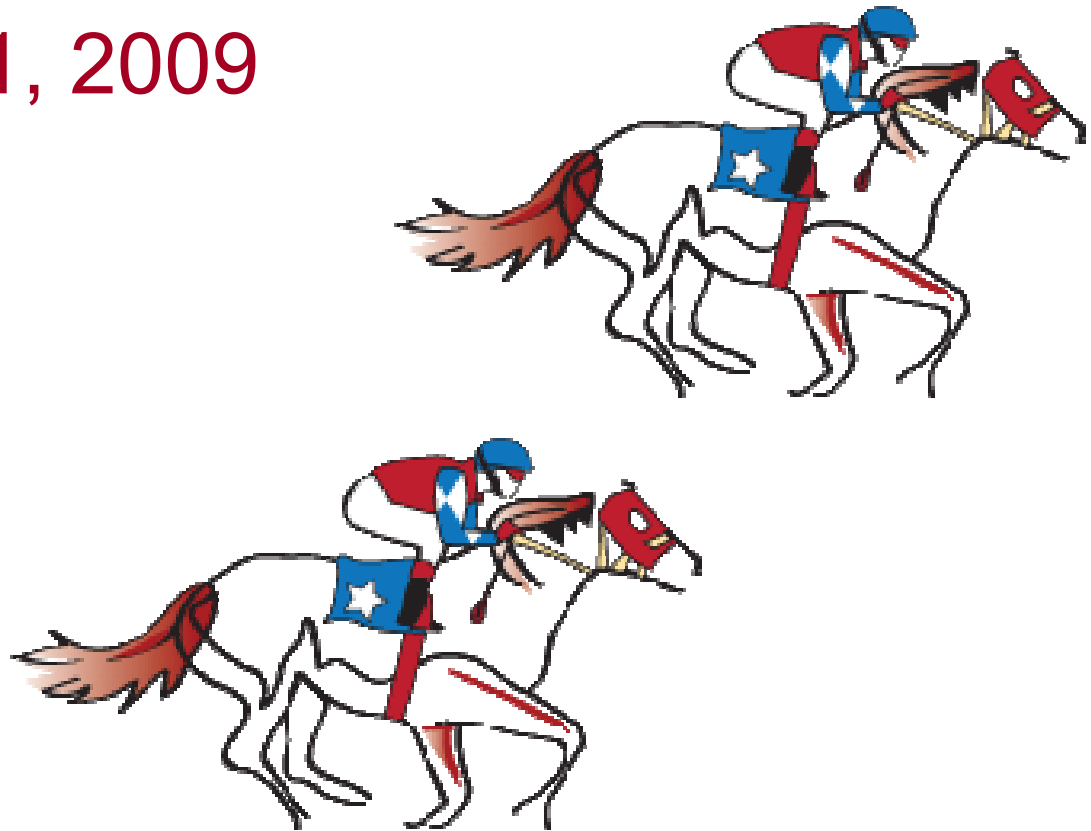


# THE FUTURE OF COCONINO COUNTY HORSE RACES

Public Meeting  
October 21, 2009

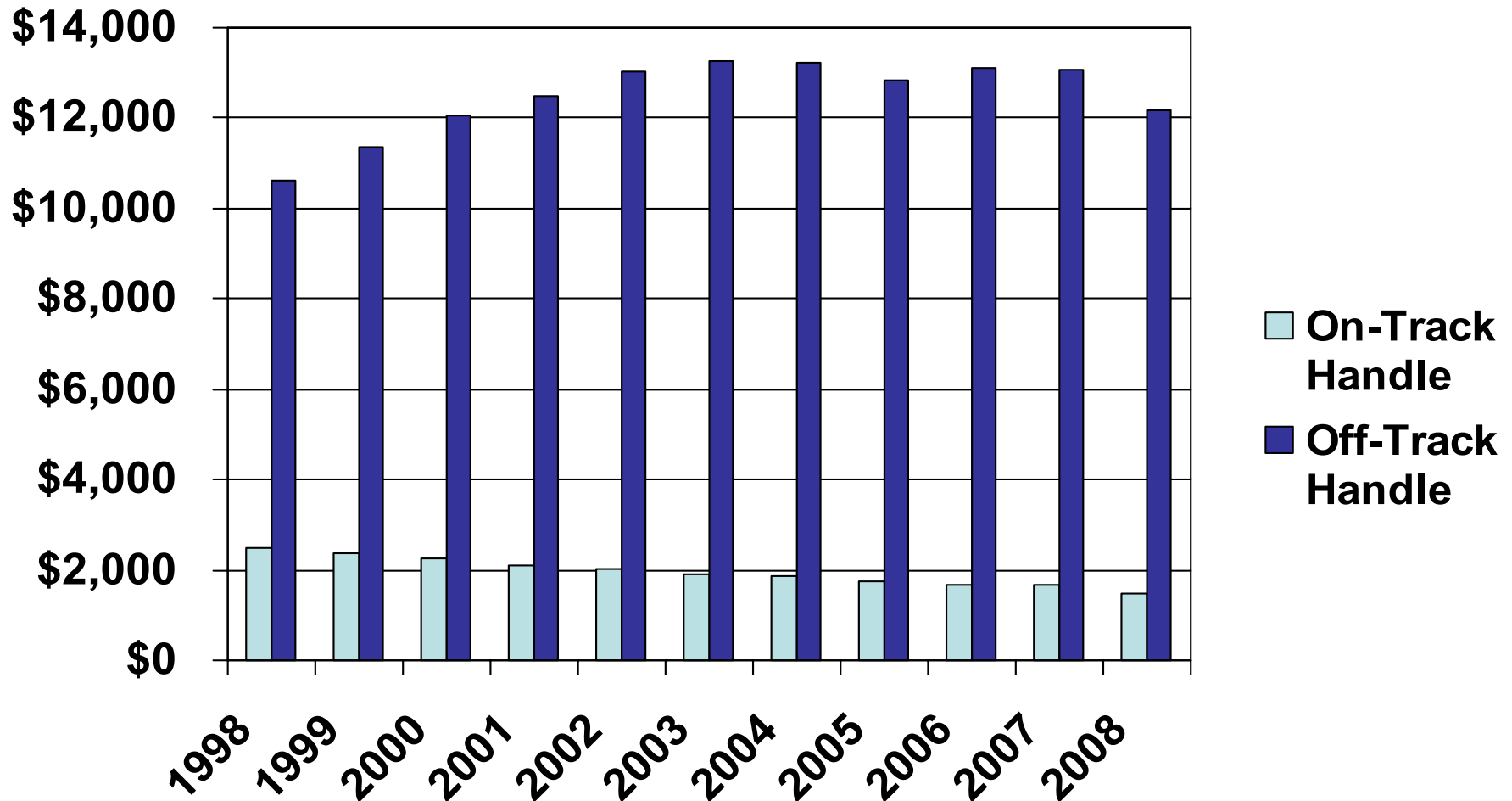


# National Racing Trends

## by Pari Mutuel Handle

1998-2008

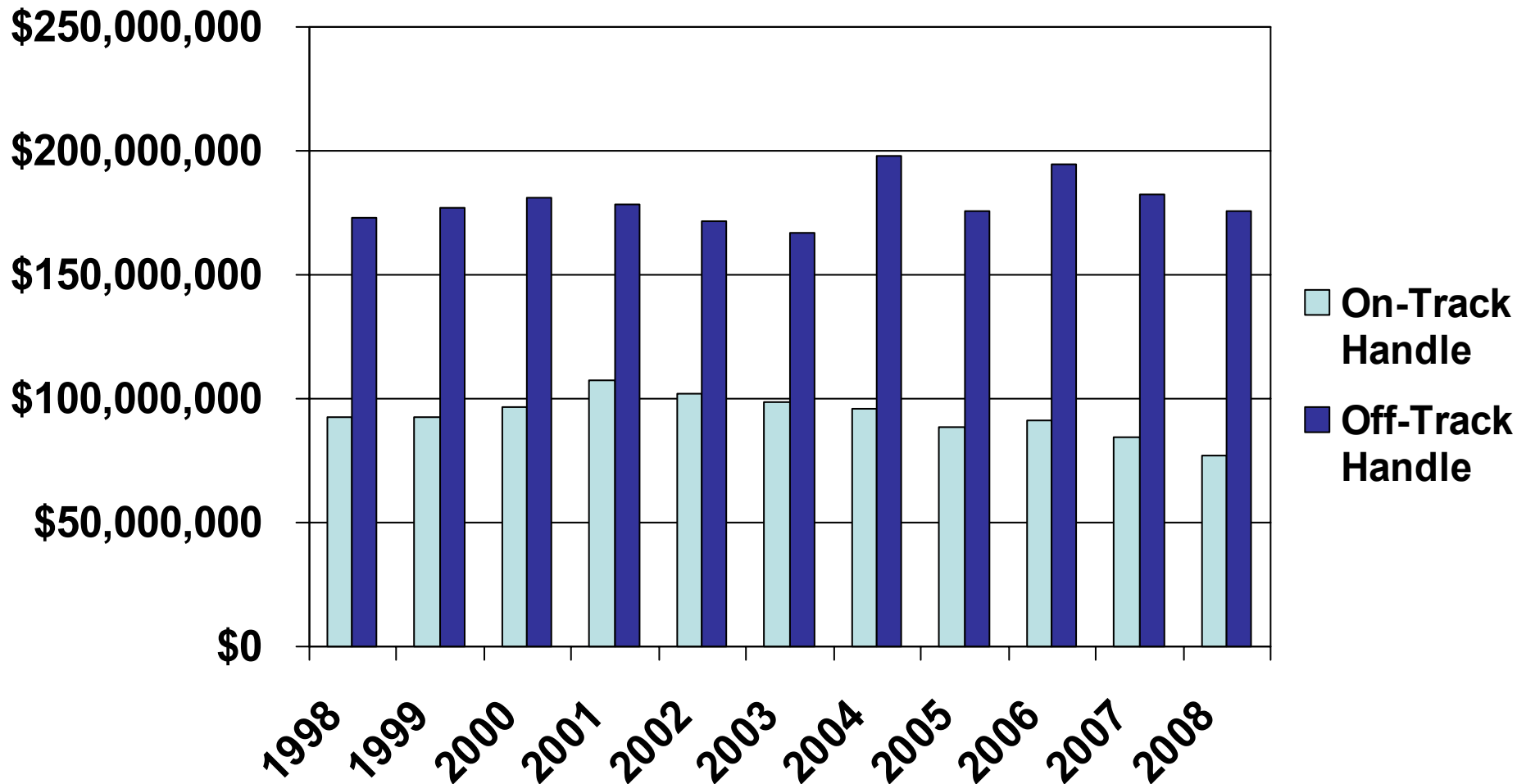
dollars in millions



# Arizona Racing Trends

## by Pari Mutuel Handle

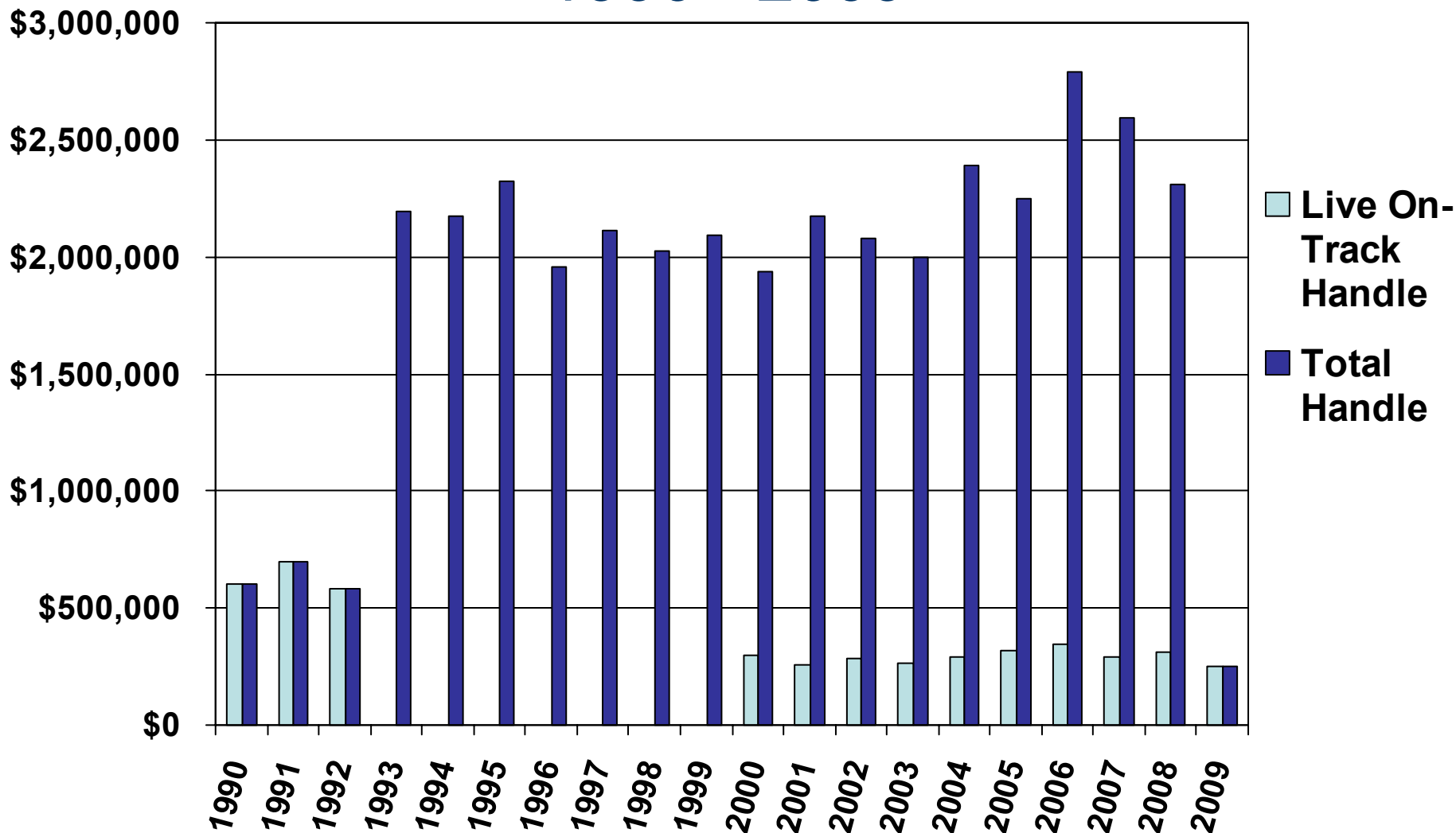
### 1998-2008



# Coconino County Racing Trends

## by PariMutuel Handle

### 1990 - 2009



# Event Expenses & Revenue 2008

- **Off-Track**

- Off-Track Revenue - \$404,000
- Off-Track Expenses - \$505,000
- Off-Track Loss - **<\$101,000>**

- **On-Track Live\***

- On-Track Live Revenue - \$322,000
- On-Track Live Expenses - \$300,000
- On-Track Live Total - \$22,000

\*Includes all live racing revenue and expenses

# Event Expenses & Revenue 2009

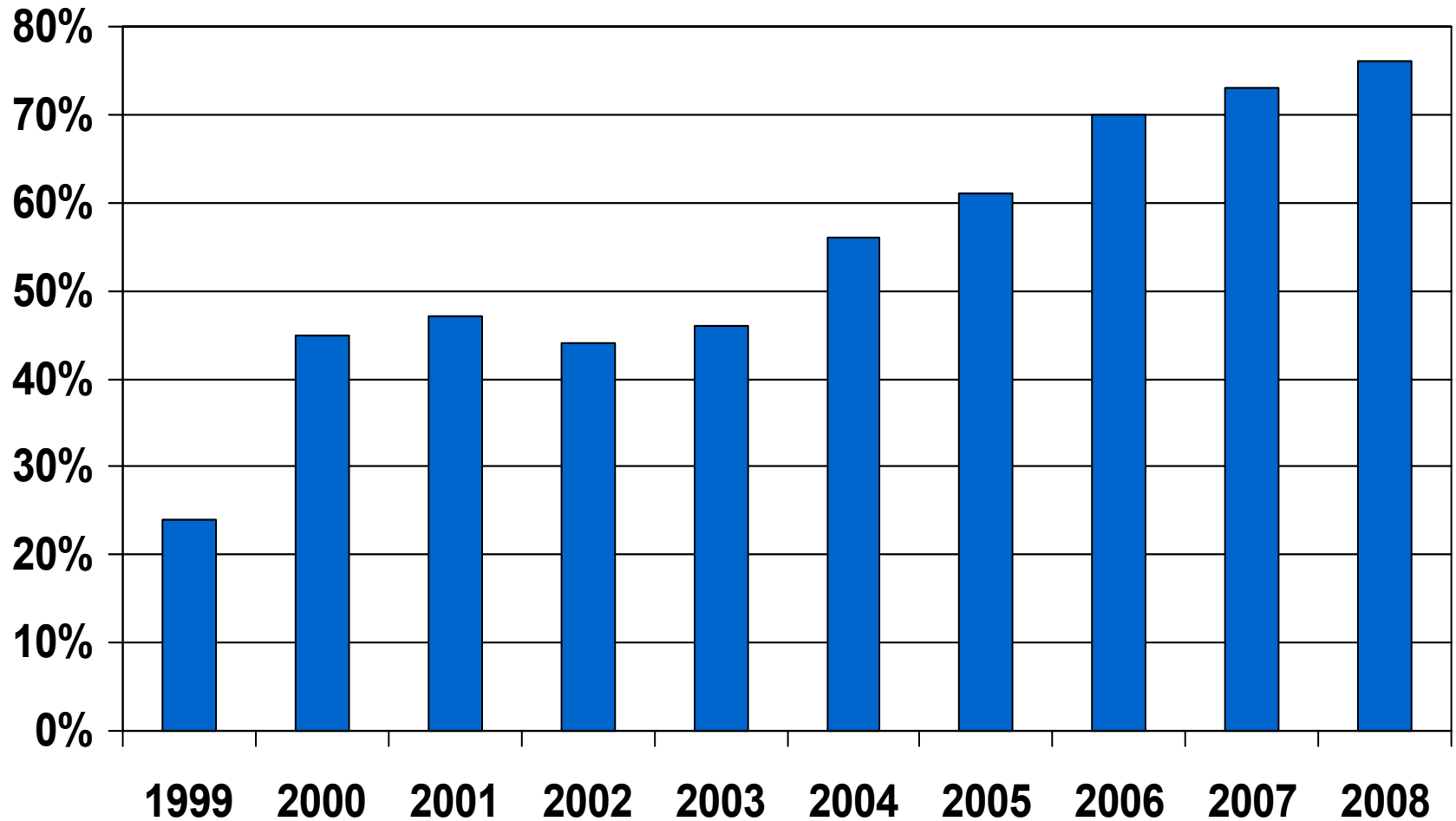
- **On-Track Live\***

- **On-Track Live Revenue - \$211,000**
- **On-Track Live Expenses - \$297,000**
- **On-Track Live Total Loss - <\$86,000>**

\*Includes all live racing revenue and expenses

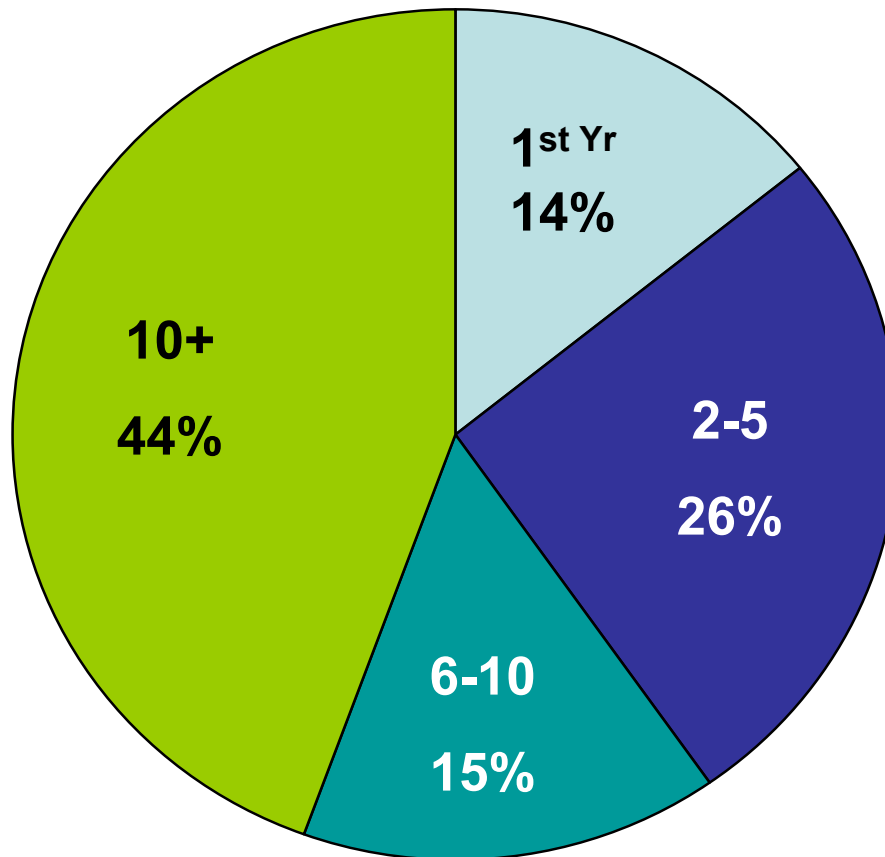
# Simulcast Contract Expenses

as a percentage of revenue



# 2009 Horse Race Survey Results

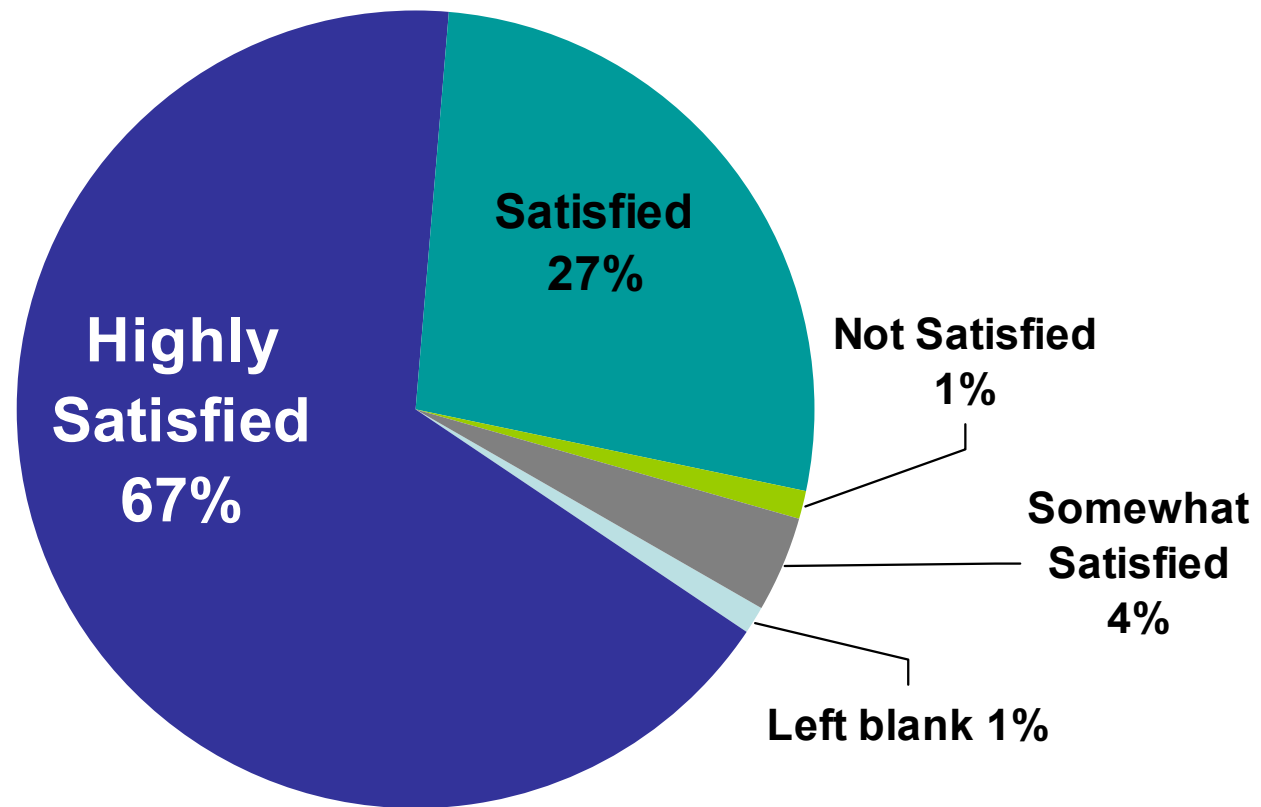
- Number of years attending





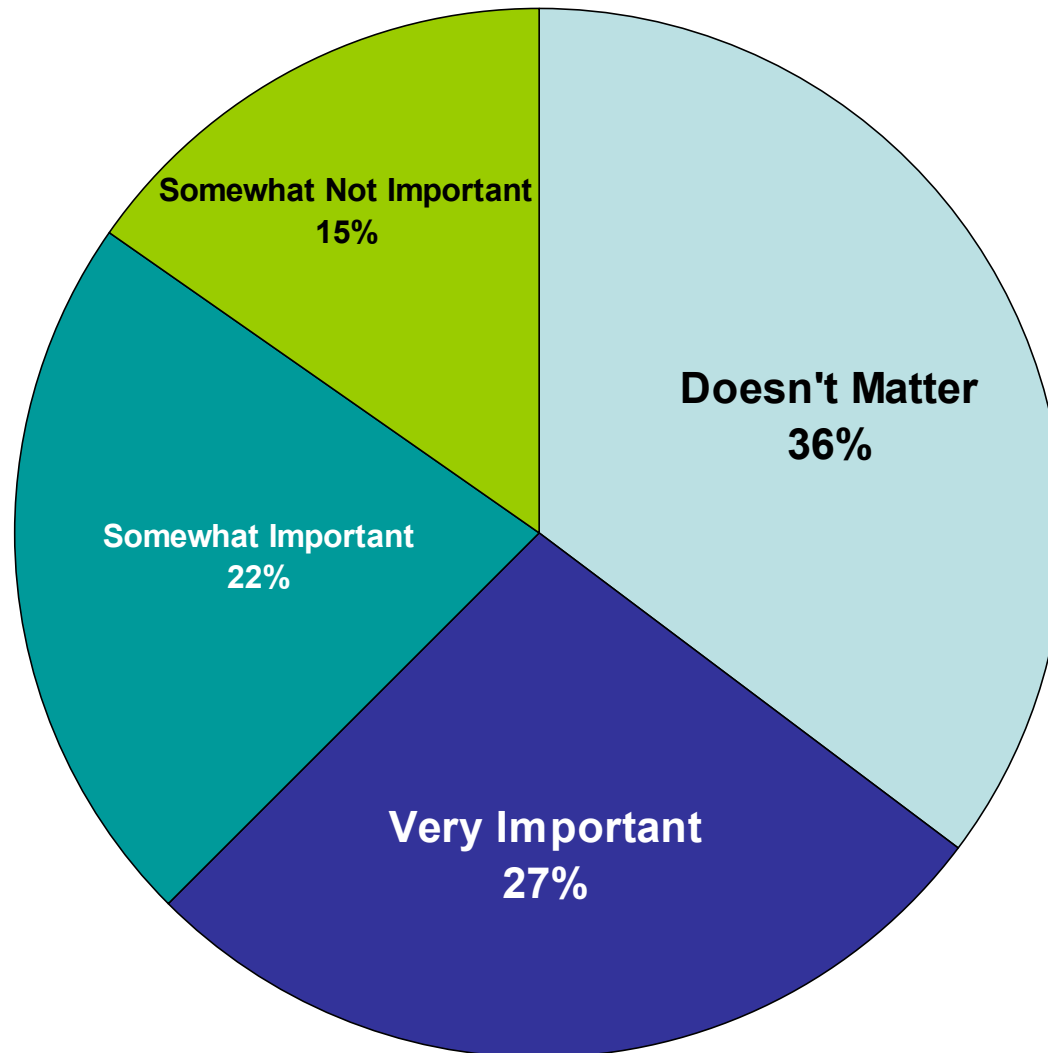
# 2009 Horse Race Survey Results

- Rate your experience



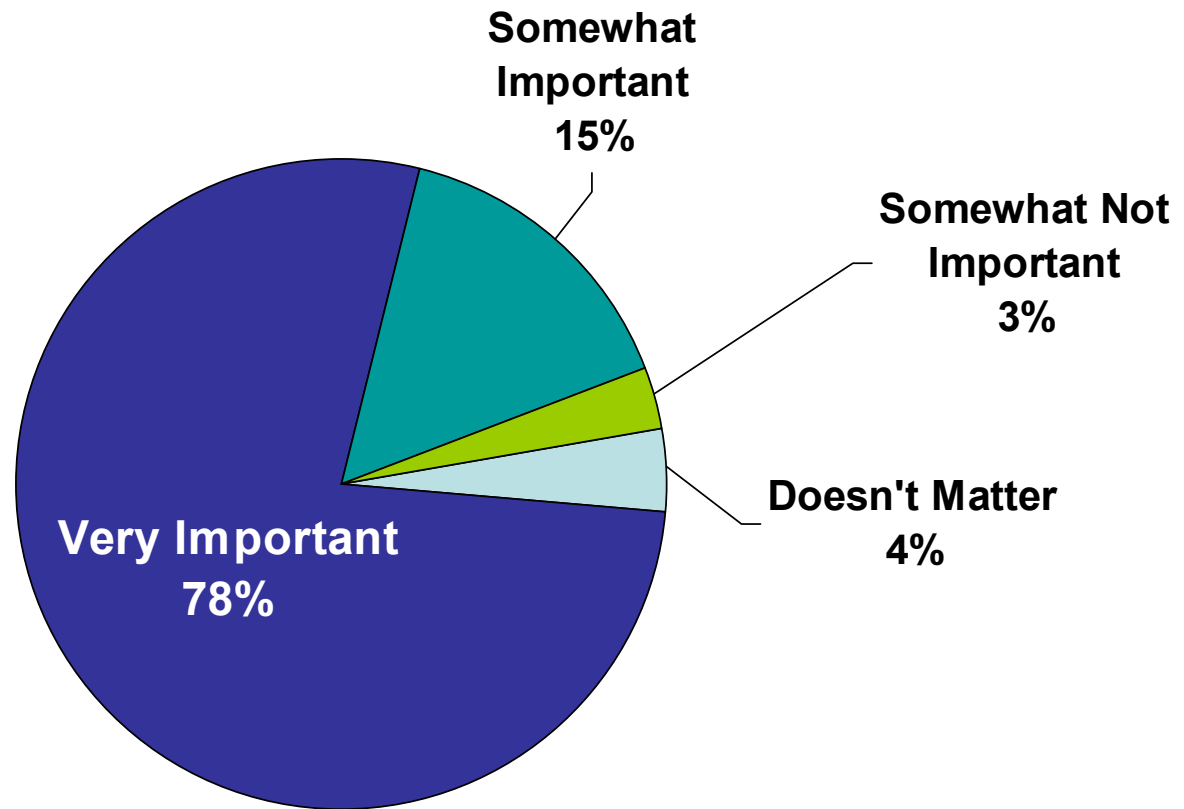
# 2009 Horse Race Survey Results

- Importance of off-track betting



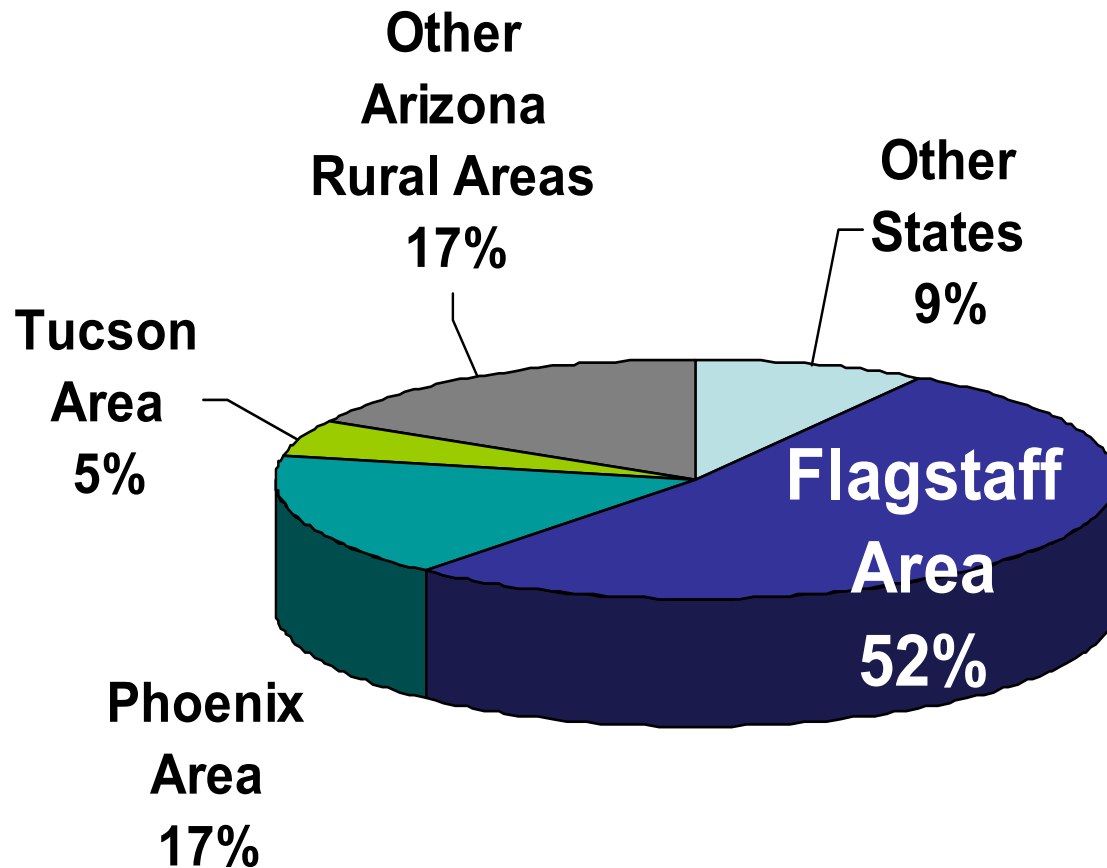
# 2009 Horse Race Survey Results

- Importance of on-track betting



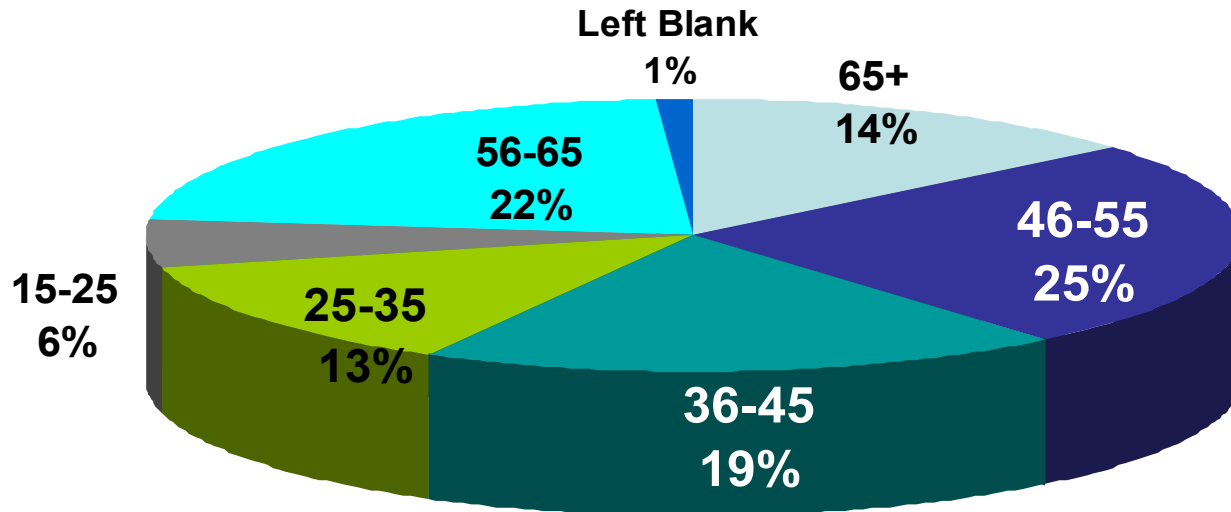
# 2009 Horse Race Survey Results

- Residence of attendees



# 2009 Horse Race Survey Results

- Age of attendees



# 2009 Horse Race Survey Results

## Attendee Demographics

- 50% lives in Flagstaff area
- 50% lives in Phoenix, Tucson, other Arizona rural areas & other states
- Age 46 or above
- Attended the Races for 6+ years
- Is highly satisfied with the event
- Finds on-track betting very important
- 50% finds off-track betting important
- 50% finds off-track betting not important



# 2009 Horse Race Economic Impact

- Average Overnight Stay – 2.6 nights
- Average Party Size – 3.2 persons

**Food and Beverage Impact** \$533,588

**Lodging Impact** \$436,345

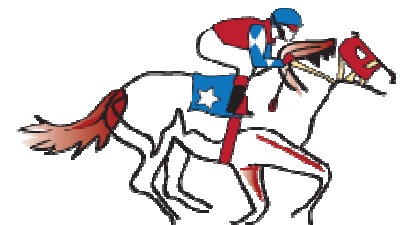
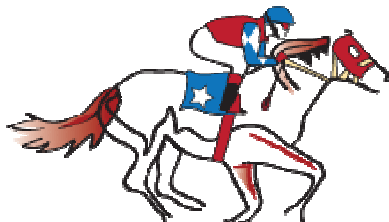
**TOTAL 2009 IMPACT - \$969,933\***

\*Does not include transportation, shopping, recreation, and other visitor spending.

# THE FUTURE OF COCONINO COUNTY HORSE RACES

## TIMELINE FOR DECISION MAKING

- Public Input – Today
- Parks & Recreation Commission – Nov. 5 &  
Dec. 3
- Board of Supervisors – Dec. 15





# **OBJECTIVE**

**RAISE REVENUE**

**REDUCE EXPENSES**

**\$90,000-\$130,000**

# ACTIONS

- A. New or existing non-profit takes over operation
- B. CCPR manages with significant increase in volunteer effort, donations and cash sponsorships
- C. Increased cooperation with simulcast management company
- D. Discontinue event

# **Action A: Non-Profit Management**

## **A.1 Existing non-profit takes over operation**

- Request for Proposal
- Contract with the County
- 5 months

## **A.2 Form a new-nonprofit to take over operation**

- Formation of new non-profit
- Obtain IRS 501c3 status
- Contract with the County
- 18 months

# Action B: Volunteers & Sponsors

- Staffing provided by volunteers \$ 24,000
  - Parking, admissions, parimutuel, security, etc.
- Equipment & service donation \$ 13,000
  - Graphic design, posters, programs, scaffolding, etc.
- Increase admission \$ 7,000
- Increase cash sponsorship \$ 46,000
- \$ 90,000**

# Additional Ideas from the Public

- Increase Sponsorship opportunities
- Increase volunteer services
- Increase festive atmosphere into a larger community event including carnival, picnic, concert, more activities
- Increase City of Flagstaff's support/participation: cash & in-kind, barter
- Increase incentives to sponsors to bring in other sponsors

# Additional Ideas from the Public

- Seek donations for food & beverage supplies; Volunteers to run food & beverage concessions
- Explore other dates to hold the Races
- Title sponsor, e.g. Cliff Castle (2006-2008)
- Reduce number of live race days to 3 days
- Sell advertising --- e.g. bill board, signage around the facility

# Additional Ideas from the Public

- Study if reducing parking/admission fees will attract attendees
- Study Holbrook's race dates
- Pre-sale tickets at local businesses
- Cyndy Cole, Arizona Daily Sun, 913-8607
- Racing Form off-site distribution
- Improve restroom facilities
- VIP Parking
- Improve advertising/ web marketing/ social network

# Commitments from the Public

- CHA/Sally Stults: Engage in sponsorship recruitment within the equestrian industry
- Cory Holland: Study alternative business models
- JustWireless/Zach Ellman & Bob Cause/Overdrive Media: Form a business committee
- Phil Pitz: donate services -- equipment
- Jerry Simpson/ Flagstaff Sheriff Posse : Work with other Sheriff Posses to mobilize volunteers



# Commitments from the Public

- Supervisor Mandy Metzger: Approach the City Mayor for support/involvement
- Larry Dannenfeldt: Approach City Manager re BBB
- Seek the support of Chamber of Commerce

# Ready to Make a Commitment??

Contact

Coconino County Parks & Recreation



Regina Salas Szal  
Outreach Coordinator

(928) 679-8027

[rszal@coconino.az.gov](mailto:rszal@coconino.az.gov)

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